

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

AP Tourism - Tourism Promotion – Unique Branding of AP Tourism at Rajiv Gandhi International Airport at Hyderabad. Inflight Campaign in Spice Jet and Jet Airways by M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad – release of an amount of Rs.44,00,000/- (Rupees Forty Four Lakhs only) including taxes per one month – Sanctioned - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 22

Dated:08-01-2014

Read the following:

1. From M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad, Dt:12-112013.
2. Govt.Lr.No.2504/PMU/PRO/2013, of YAT & C (PMU) Department, Dt.03-12-2013.
3. Letter Dt:13-12-2013, Bill.No.APAPL/APT005/13-14, from M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad, Dt.30-12-2013.

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ORDER:

In the letter 1st read above, M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad, has submitted a proposal for taking up advertising campaign in the following media for Andhra Pradesh Tourism branding:

1. Aero Bridges (Interior Glass & Roof on both sides) at Rajiv Gandhi International Airport
2. Aero Bridges (Internal Head on Sites & Wall Cladding)
3. Seat Back Branding in Spicejet & Jet Airways Flights

2. Accordingly, Government have issued work order in reference 2nd read above, for taking up selective at Rajiv Gandhi International Airport for a period of one month at the rate of Rs.44,00,000/- per month (Rupees Forty Four Lakhs only) including taxes. The media of promotion are:

Sl.No	Media Type	Location	Negotiated Price inclusive of printing & mounting charges (Rs)
1	Interior Glass and Roof Branding on both sides	Aero Bridge 2 No.s	Rs.13,50,000/-
2	Internal Head on Sites & Wall claddings	Aero Bridge 2 No.s	Rs.12,50,000/-
3	Seat Back Branding in Spice Jet & Jet Airways Flight	10 flights (5 each)	Rs.18,00,000/-
TOTAL AMOUNT NOT EXCEEDING RS. 44,00,000-00 INCLUDING TAXES			

3. In the reference 3rd read above, M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad, has submitted bill along with agreement, hard copies of the post installation photographs of the above media towards the installation reports placed at Hyderabad Airport from 25th November 2013 to 24th December 2013 and requested for release of amount of Rs.44,00,000/- (Rupees Forty Four Lakhs only) including taxes for above period and requested the Government to release payment for the above period.

4. Government after careful examination of the matter, hereby sanction an amount of Rs.44,00,000/- (Rupees Forty Four Lakhs only) to M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad for AP Tourism Promotional towards Unique Branding of advertisements of AP Tourism at Rajiv Gandhi International Airport and In-flight Campaign in Spicejet and Jet Airways (from 25th November 2013 to 24th December 2013).

(P.T.O)

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5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - (13) Advertisement for Promotion of Tourism – 260 – Advertisement, Sales and Publicity - Expenses”

6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad, through on line. The details of Bank account is as follows:-

Account Name	: M/s. Atin Promotions & Advertising Pvt, Ltd., Hyderabad
Account No	:1181256005662
Name of the Bank	:CANARA BANK
RTGS	:500015007
IFSC Code	:CNRBINBBHFD

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To
M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad
The Assistant Secretary to Government & D.D.O, YAT & C (PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

Copy to:

The YAT & C (PMU - Claims) Department.
SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER